

CALIFORNIA COASTAL COMMISSION

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California Ocean Day Adopt-A-Beach Kid's Cleanup

San Francisco – Over 1,000 children in San Francisco will join over 4,000 children in Los Angeles and San Diego for the 7th Annual Adopt-A-Beach "Kids" Cleanup sponsored by the California Coastal Commission's Whale Tail License Plate fund and the Headlands Institute. After the cleanup, the kids will create a 100-foot tall human **"Whale Tail"** on the beach for an aerial photograph. **"Gracias"** will be spelled out as a thank you to all Californians for their efforts to protect the coastal marine environment, especially the habitat of whales that live off the California Coast.

The Malibu Foundation and the California Coastal Commission started the annual event in Los Angeles. With funding from the Whale Tail License Plate, the program was expanded first to San Francisco in 1997, and last year to San Diego. The program includes a series of assemblies that teach how the storm drain system connects the urban environment to the beaches and oceans and addresses the need for recycling and litter reduction. Over the past six years, 200,000 children statewide have seen the assembly and about 25,000 have participated in Adopt-A-Beach Cleanups.

"We want to thank everyone who bought a Whale Tail License Plate," stated Becky Steckler, Outreach Coordinator of the California Coastal Commission. "The funding has enabled us to bring assembly programs to hundreds of schools and bring thousands of kids to the beach to clean up. Celebrating California Ocean Day helps bring attention to the incredible resource that our oceans are, and to ask for others to join us in working to preserve California's beaches."

The United States Coast Guard will be on the beach and in the air to participate in the event. In each of the three locations, Coast Guard helicopters will fly over the beach to photograph the human **"Whale Tail"** and **"Gracias."** The Coast Guard has become a major part of the global effort to protect the environment. Because of their long tradition and expertise in all facets of maritime activities, the Coast Guard is uniquely equipped to play a significant part in these vital and growing ecological movements. To report an emergency to the Coast Guard call 800- 221-USCG or 562-980-4444.

The public can get involved in cleaning beaches year-round by calling the California Coastal Commission. There are hundreds of adoptable beaches throughout California. Volunteers commit to cleaning the beach three times per year. One of those dates can be California Coastal Cleanup Day, which will be held on Saturday, September 16, from 9 a.m. to noon throughout California.

The California Coastal Commission is the statewide coordinator of the Adopt-A-Beach Kids Cleanup, Coastal Cleanup Day and the year-round Adopt-A-Beach program. All of these programs are funded by the generous support of the Whale Tail License Plate Fund. Over 38,000 plates have been sold since 1996, raising \$1.3 million dollars for marine education and protection. For more information about the California Coastal Commission's programs and how to buy a Whale Tail Plate, call (800) COAST-4U or visit ceres.ca.gov/coastalcomm.

Since 1977, Headlands Institute has provided diverse, field-based programs that engage students in interactive adventures through outdoor activities, learning games, teambuilding exercises and classroom instruction. Our programs are highly regarded for their quality instructors and teaching methods, and can be tailored for students, adults or special interest groups. The Headlands Institute operates out of historic Fort Cronkhite in the Marin Headlands, north of San Francisco.

List of Participating Schools

Gratten Elementary
Guadalupe Elementary
Sunset Elementary
James Madison Middle School (Oakland)
Lakeshore Elementary
Paul Revere Elementary
Katherine Michaels School
St. Paul School
E.R. Taylor Elementary
Argonne Elementary
St. Philomene Middle School (Sacramento)

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